

INTERCOLLEGIATE BROADCASTING SYSTEM

1964 NATIONAL CONVENTION

SILVER ANNIVERSARY

COLUMBIA UNIVERSITY

NEW YORK, NEW YORK

March 21st, 1964

Host Station

WKCR-AM-FM

8:30 to 10:00

REGISTRATION and COFFEE HOUR

Main Lobby - Ferris Booth Hall

COFFEE and DONUTS

Lion's Den - Ferris Booth

10:00 to 10:30

KEYNOTE ADDRESS

Commissioner Robert E. Lee - Waldman  
Auditorium, Ferris Booth

10:30 to 12:15

MORNING SESSIONS

A1 NEWS PROGRAMMING

Room 212 - Ferris Booth, Lester  
Smith, News Director - WOR, Walter  
Stengel, News Director - WKCR

A2 COLLEGE RADIO GOES FM?

Room 214 - Ferris Booth, Bill Malone,  
I.B.S. FM PROGRAMMING - Mike  
Goldstein, WVBR-FM.

A3 SALES

Room 216 - Ferris Booth, RADIO SALES  
CLINIC, Lew Birchfield, Director of  
Member Development, Radio Advertising  
Bureau.

A4 RESEARCH

Room 103 - Ferris Booth, AUDIENCE  
ANALYSIS and MARKET RESEARCH,  
Tom Bletcher, I.B.S.

12:30 to 2:30

LUNCHEON BANQUET

Men's Faculty Club

Reservations required. Tickets may be picked up at the Convention Registration Desk.

GENERAL SESSION

James Hagerty, Vice President, A.B.C. - Paramount.

George Abraham, Chairman of the Board, I.B.S.

2:45 to 4:45

AFTERNOON SESSIONS

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| B1 | STATION ADMINISTRATION<br>Room 103 - Ferris Booth, Robert<br>Freedman, I.B.S., Fritz Kass, I.B.S.  |
| B2 | PROGRAMMING<br>Room 212 - Ferris Booth, MUSIC<br>PROMOTION, Paul Brown, Paul Brown<br>Promotions; Mark Matig, WLRN-WLVR.                           |
| B3 | SALES<br>Room 214 - Ferris Booth, SELLING<br>COLLEGE RADIO, Mike Marcuvsky,<br>Pittsburgh College Network. FM SALES,<br>Jeff Moskin, WVBR-FM.      |
| B4 | ENGINEERING<br>Room 216 - Ferris Booth, TRANSISTORIZED<br>EQUIPMENT DESIGN, George Eustis<br>Engineering Manager, I.B.S. George<br>Abraham, I.B.S. |

The Intercollegiate Broadcasting System  
wishes to extend its thanks to WKCR-AM-FM,  
our host for the 1964 National Convention.

IBS NATIONAL CONVENTION COMMITTEE

Robert Freedman, Chairman  
Joseph Steinberg, Asst. Chairman  
Irv Spitzberg, Co-Ordinator  
Fritz Kass, Registrar  
J. Theodore Anagnoson, Publicity